Corporate Style and Branding Guide

July 2011

Corporate Logo Usage

CORPORATE LOGO/SIGNATURE

The Mellanox Technologies signature is used to represent the organization in all its activities. This signature is the foundation to our identity and exists on a wide variety of media and marketing materials.

The Signature consists of two elements:

1. the symbol

2. the logotype

Because the signature is a registered trademark, the relationship between these elements should never be altered. This ensure legal protection, builds recognition and reinforces our positioning.

CORPORATE 2-COLOR LOGO/SIGNATURE

GRAYSCALE LOGO

Corporate Logo Usage

LOGO VARIATIONS

These acceptable variations of the corporate logo should only be used when space or application dictate its use.

The horizontal version is used as an EXCEPTION.

CMYK CONVERSION

COLOR	CYAN	MAGENTA	YELLOW	BLACK
Blue	100	100	0	28
Gray	0	0	0	60

RGB CONVERSION

COLOR	RED	GREEN	BLUE
Blue	34	31	114
Gray	130	130	130

WEB CONVERSION

COLOR	RED	GREEN	BLUE
Blue	22	1F	72
Gray	82	82	82

Logo Clear Space and Size

LOGO CLEAR SPACE

The signature should always be surrounded by an adequate amount of clear space in order to set it off from other elements.

The gray area (see illustration at left) indicates the minimum amount of clear space that must surround the signature in all applications. No other elements should infringe in the clear space.

Exceptions require approval prior to use.

Minimum clear space is specified in units of "X." X equals the height of the "x" in Mellanox.

LOGO MINIMUM SIZE

No smaller than 1"

STACKED LOGO

HORIZONTAL LOGO

Logo Usage

LOGO USAGE GUIDELINES

This is the official corporate logo.

The Logo should be used as a single unit. The logotype should never be used alone, but should always have the logo mark (bridge).

The signature or logotype should NEVER by used separately.

Do not rearrange or stack the logo mark and logotype.

Do not change the colors of the logo or logotype.

Logo Usage

LOGO USAGE GUIDELINES

Do not tilt or skew logo.

Do not enlarge or shrink the logo or the logotype separately.

Do not place logo on a background or backgrounds with conflicting colors.

White is the recommended background.

Secondary and Product Logos

Mellanox product or secondary logos should also be used with the same requirements as the corporate logo.

- They should always be surrounded by an adequate amount of clear space in order to set it off from other elements.
- The Logo should be used as a single unit.
- Do not rearrange or stack the logo mark and logotype.
- Do not change the colors of the logo or logotype.
- Do not tilt or skew logo.
- Do not enlarge or shrink the logo or the logotype separately.
- Do not place logo on a background or backgrounds with conflicting colors.
- White is the recommended background.

PRODUCT/TECHNOLOGY LOGOS

ConnectX®

ConnectX®-2

ConnectX®-3

BridgeX®

PhyX®

SwitchX™

OTHER MELLANOX LOGOS

PartnerFIRST

EDC INITIATIVE

Mellanox TECHNOLOGIES MAP MARKETING ALLIANCE PROGRAM

efficient computing ecp

Typography

FONTS

Univers LT (True Type Version) is the primary fonts used on all corporate materials.

Arial or Helvetica may be substituted for Univers for online applications and PowerPoint

Univers LT 39 Thin Ultra Condensed
Univers LT 45 Light
Univers LT 45 Light Oblique
Univers LT 47 Condensed Light
Univers LT 47 Condensed Light Oblique
Univers LT 53 Extended
Univers LT 53 Extended Oblique
Univers LT 55 Roman
Univers LT 55 Oblique
Univers LT 57 Condensed
Univers LT 57 Condensed Oblique
Univers LT 59 Ultra Condensed

Univers LT 63 Bold Extended
Univers LT 63 Bold Extended Oblique
Univers LT 65 Bold
Univers LT 65 Bold Oblique
Univers LT 67 Bold Condensed
Univers LT 67 Bold Condensed Oblique
Univers LT 73 Black Extended
Univers LT 73 Black Extended Oblique
Univers LT 75 Black
Univers LT 75 Black Oblique
Univers LT 85 Extra Black
Univers LT 85 Extra Black Oblique
Univers LT 93 Extra Black Extended
Univers LT 95 Extra Black Extended Oblique

Bell Gothic Std LIGHT
Bell Gothic Std Medium

BELL GOTHIC STD LIGHT
BELL GOTHIC STD MEDIUM

Bell Gothic Std typeface is primarily used for Speciality Headlines and Subheads larger than 11 pt.

Bell Gothic should not be used for body copy or type smaller than 12 pt unless used in ALL CAPS

Use -30 Horizontal tracking/kerning

LEGACY FONTS

Bank Gothic BT LIGHT
Bank Gothic BT Medium

Bank Gothic BT LIGHT
Bank Gothic BT Medium

Bank Gothic BT typeface can be used for Speciality Headlines and Subheads larger than 14 pt. This is a legacy fonts that has been used prior to 2010, and has been replaced by Bell Gothic Std. but it is still acceptable to use.

Bank Gothic should never be used for body copy because of it's ALL CAPS nature.

Color Palette

SECONDARY CORPORATE COLORS

COLOR	CYAN	MAGENTA	YELLOW	BLACK
PMS 138 GOLD	0	30	100	0
30% BLACK	0	0	0	30

COLOR	RED	GREEN	BLUE
PMS 138 GOLD	253	185	19
30% BLACK	190	190	190

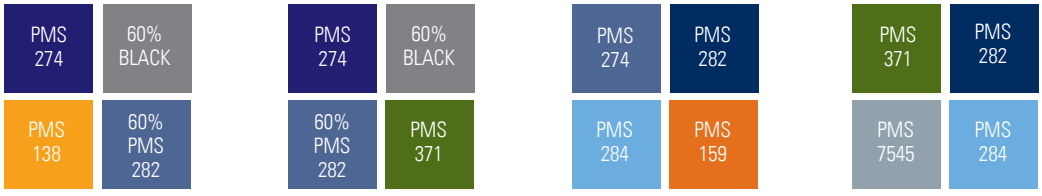
OTHER AVAILABLE COLORS

COLOR	CYAN	MAGENTA	YELLOW	BLACK
PMS 282 BLUE	100	68	0	55
PMS 282 BLUE - 60%	60	40	0	32
PMS 371 GREEN	43	0	100	56
PMS 159 ORANGE	0	66	100	7
PMS 284 LIGHT BLUE	55	19	0	0
PMS 7545 BLUE GRAY	23	2	0	63

COLOR	RED	GREEN	BLUE
PMS 282 BLUE	0	45	98
PMS 282 BLUE - 60%	80	102	147
PMS 371 GREEN	79	111	25
PMS 159 ORANGE	227	111	30
PMS 284 LIGHT BLUE	108	173	223
PMS 7545 BLUE GRAY	92	111	124

SUGGESTED COLOR COMBINATIONS - 3 COLOR

SUGGESTED COLOR COMBINATIONS - 4 COLOR



Trademarks, Registered Trademarks and Copyrights

A trademark is a word, phrase, logo, symbol or design, or a combination of these elements, used to identify or distinguish the goods and services of one company or individual from others.

Using the trademark ***properly*** is necessary in order to demonstrate that a mark is used in commerce, which is a fundamental requirement for trademark ownership in the United States.

TRADEMARKS

FabricIT

MLNX-OS

SwitchX

REGISTERED TRADEMARKS

Mellanox

BridgeX

ConnectX

CORE-*Direct*

InfiniBridge

InfiniHost

InfiniScale

PhyX

Virtual Protocol Interconnect

Voltaire

Always use the mark as an adjective

It is very important to always use the marks as adjectives and always with the generic terms which they modify. A trademark should never be use it as a noun or a verb.

INCORRECT:

ConnectX® is the best adapter on the market..

CORRECT USE:

ConnectX® adapters are the best on the market.

Avoid plural or possessive forms of the mark

Never use a mark in the plural form or the possessive form.

Never hyphenate trademarks

INCORRECT:

ConnectX®-compatible adapters are the best on the market.

CORRECT USE:

"ConnectX® compatible adapters are the best on the market.

Appropriate placement of trademarks within text

Generally, the mark must be used with the first or most prominent appearance of a trademark in a publication or document, but need not be used with each subsequent appearance. As a safeguard, use additional markings rather than fewer within a document.

Trademark Attribution Statement

For publications containing third party trademarks, it is typical practice to provide a trademark attribution statement in small print at the end of the specific article. Below is the trademark statement that should be on all Mellanox marketing collateral.

Mellanox, BridgeX, ConnectX, CORE-Direct, InfiniBridge, InfiniHost, InfiniScale, PhyX, Virtual Protocol Interconnect and Voltaire are registered trademarks of Mellanox Technologies, Ltd. FabricIT, MLNX-OS and SwitchX are trademarks of Mellanox Technologies, Ltd. All other trademarks are property of their respective owners.

Copyright Notice

The notice should always contain:

1. The symbol © (the letter C in a circle), or the word "Copyright";

2. The year of first publication of the work; and

3. The name of the owner of copyright in the work.

EXAMPLE: © 2011 Mellanox Technologies.

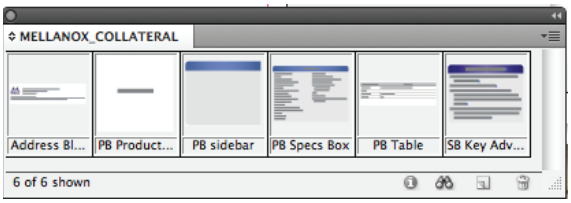
Documents and Marketing Collateral

PRINT COLLATERAL

Mellanox has many types of marketing collateral, signage, multimedia and technical documents. All collateral should follow corporate branding guidelines, colors, fonts and established templates when available.

Detailed specifications for the Product Briefs and Case Studies and can be found on starting page 13. All documents follow similar layouts, fonts and specifications. Samples without detailed specifications only indicated attributes that are different or unique for that document.

Some of the standard document element are in an InDesign library.



All standard documents should be created and maintained in Adobe InDesign unless otherwise indicated.

The following documents have pre-established templates:

> Product Briefs

> Solution Briefs

> Case Studies

> White Papers

> Datasheets

> Technology Sheets

> Reference Guides

> Product Brochures

DOCUMENT NUMBERS

The following documents should always contain a document number on the last page in the lower right corner. They should follow this format:

Product Briefs = XXXXPB Rev 1.0
Solution Brief's = XXXXSB Rev 1.0
White Paper = XXXXWP Rev 1.0
Case Studies = XXXXCS Rev 1.0
Data Sheets= XXXXDS Rev 1.0

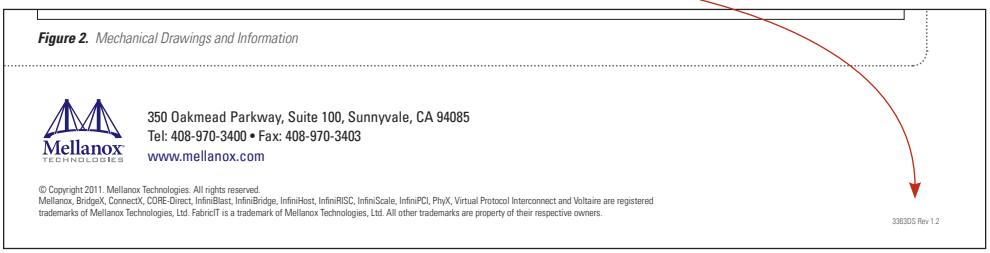


Figure 2. Mechanical Drawings and Information
Mellanox
TECHNOLOGIES
350 Oakmead Parkway, Suite 100, Sunnyvale, CA 94085
Tel: 408-970-3400 • Fax: 408-970-3403
www.mellanox.com
© Copyright 2011. Mellanox Technologies. All rights reserved.
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3383DS Rev 1.2

ILLUSTRATIONS AND MULTIMEDIA

Mellanox has developed illustrations and icons to be used in PPT and other collateral. In order to maintain consistency in imagery it is important to use the established illustrations and icons whenever possible.

Illustration and icon examples can be found on starting on page 22.

Mellanox also utilizes Flash, animation and video for marketing purposes. It is also recommended that the corporate branding, colors and fonts be used as much as possible.

Documents and Marketing Collateral

COLOR DESIGNATIONS

Some of the Mellanox documentation and marketing collateral follow a color convention for specific product families or technologies. Below is the color designation and the product area associated with the color.

Mellanox Product Briefs and Product Brochures follow the color convention.

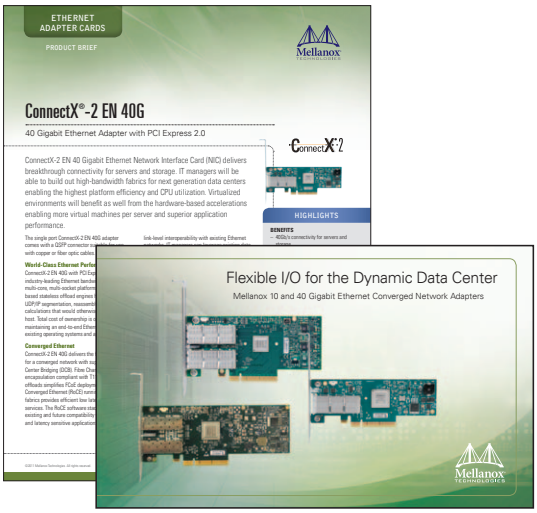
PMS 282

Switches, Gateways,
Switch Silicon, Gateway Silicon, Phy Silicon

SWITCH SILICON
PRODUCT BRIEF
SwitchX™ Virtual Protocol Interconnect®
Converged Switch-Silicon IC Device
36-port Switch-Router Device Provides Leading FDR 56Gb/s InfiniBand, 40 Gigabit Ethernet and Fibre Channel Throughput
HIGHLIGHTS
InfiniBand Switch System Family
Highest Levels of Scalability, Simplified Network Manageability, Maximum System Productivity

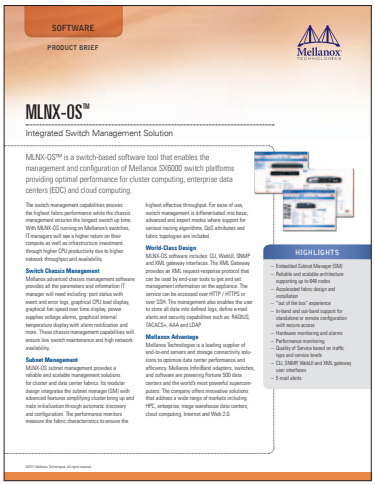
PMS 371

Ethernet and InfiniBand Adapter Cards,
Ethernet Adapter Silicon


ETHERNET ADAPTER CARDS
PRODUCT BRIEF
ConnectX®-2 EN 40G
40 Gigabit Ethernet Adapter with PCI Express 2.0
HIGHLIGHTS
Flexible I/O for the Dynamic Data Center
Mellanox 10 and 40 Gigabit Ethernet Converged Network Adapters

PMS 159

Software



PMS 7545

Cables, Modules

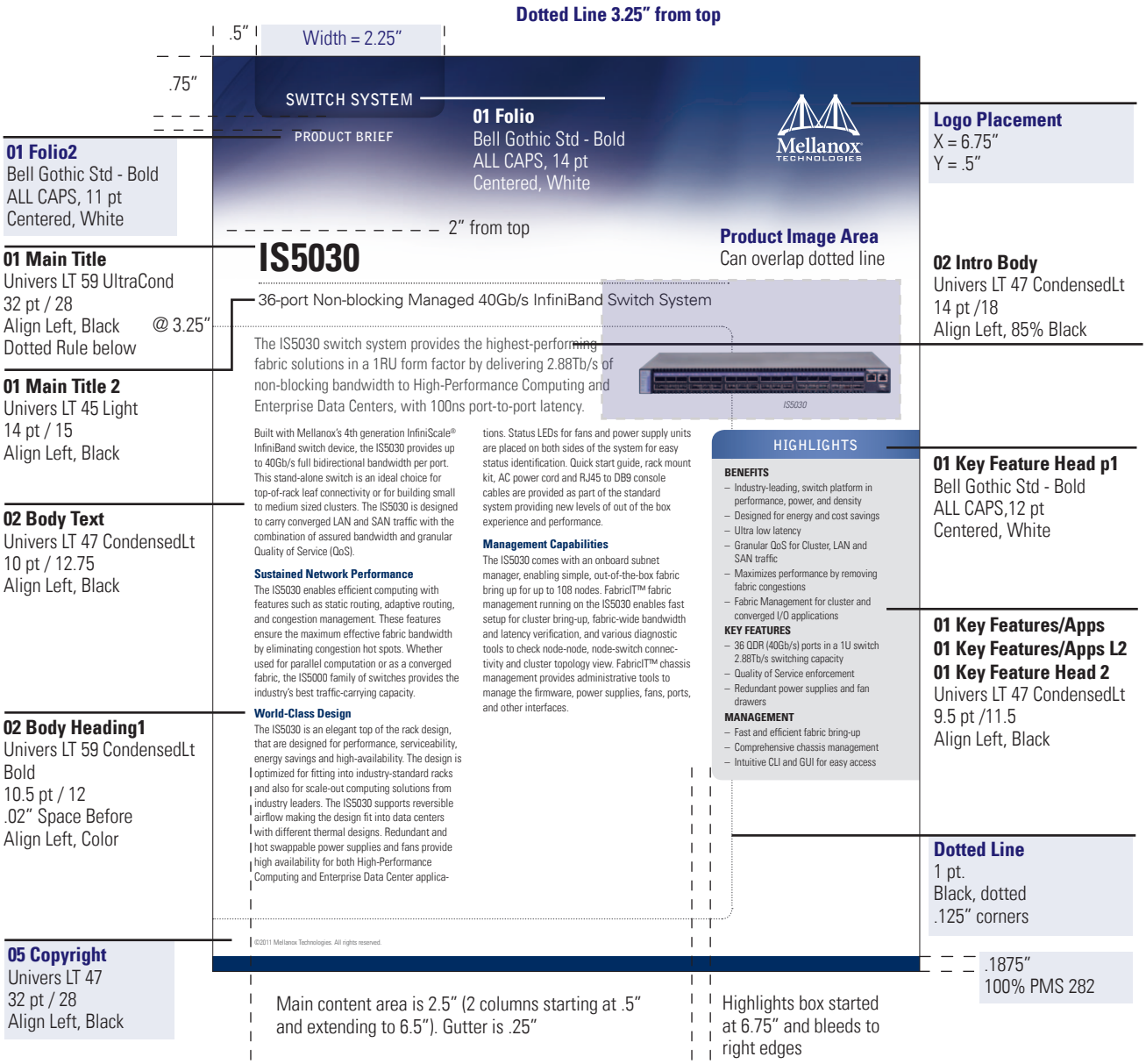
Documents and Marketing Collateral

PRODUCT BRIEF SPECIFICATIONS - FIRST PAGE

All rounded corners shoud be .125" radius. All image boxes should be .5 pt, 100% black

01 Key Features/Apps → Style Sheet Name in Template
Univers LT 47 CondensedLt → Font
9.5 pt /11.5 → Font Size / Leading
Align Left → Alignment

Item should be on Master page


Dotted Line 3.25" from top
.5"
Width = 2.25"
.75"
SWITCH SYSTEM
PRODUCT BRIEF
01 Folio
Bell Gothic Std - Bold
ALL CAPS, 14 pt
Centered, White
Mellanox TECHNOLOGIES
01 Folio2
Bell Gothic Std - Bold
ALL CAPS, 11 pt
Centered, White
Logo Placement
X = 6.75"
Y = .5"
2" from top
Product Image Area
Can overlap dotted line
01 Main Title
Univers LT 59 UltraCond
32 pt / 28
Align Left, Black @ 3.25"
Dotted Rule below
IS5030
36-port Non-blocking Managed 40Gb/s InfiniBand Switch System
02 Intro Body
Univers LT 47 CondensedLt
14 pt /18
Align Left, 85% Black
The IS5030 switch system provides the highest-performing fabric solutions in a 1RU form factor by delivering 2.88Tb/s of non-blocking bandwidth to High-Performance Computing and Enterprise Data Centers, with 100ns port-to-port latency.
IS5030
01 Main Title 2
Univers LT 45 Light
14 pt / 15
Align Left, Black
Built with Mellanox's 4th generation InfiniScale® InfiniBand switch device, the IS5030 provides up to 40Gb/s full bidirectional bandwidth per port. This stand-alone switch is an ideal choice for top-of-rack leaf connectivity or for building small to medium sized clusters. The IS5030 is designed to carry converged LAN and SAN traffic with the combination of assured bandwidth and granular Quality of Service (QoS).
Sustained Network Performance
The IS5030 enables efficient computing with features such as static routing, adaptive routing, and congestion management. These features ensure the maximum effective fabric bandwidth by eliminating congestion hot spots. Whether used for parallel computation or as a converged fabric, the IS5000 family of switches provides the industry's best traffic-carrying capacity.
02 Body Text
Univers LT 47 CondensedLt
10 pt / 12.75
Align Left, Black
World-Class Design
The IS5030 is an elegant top of the rack design, that are designed for performance, serviceability, energy savings and high-availability. The design is optimized for fitting into industry-standard racks and also for scale-out computing solutions from industry leaders. The IS5030 supports reversible airflow making the design fit into data centers with different thermal designs. Redundant and hot swappable power supplies and fans provide high availability for both High-Performance Computing and Enterprise Data Center applications. Status LEDs for fans and power supply units are placed on both sides of the system for easy status identification. Quick start guide, rack mount kit, AC power cord and RJ45 to DB9 console cables are provided as part of the standard system providing new levels of out of the box experience and performance.
Management Capabilities
The IS5030 comes with an onboard subnet manager, enabling simple, out-of-the-box fabric bring up for up to 108 nodes. FabricIT™ fabric management running on the IS5030 enables fast setup for cluster bring-up, fabric-wide bandwidth and latency verification, and various diagnostic tools to check node-node, node-switch connectivity and cluster topology view. FabricIT™ chassis management provides administrative tools to manage the firmware, power supplies, fans, ports, and other interfaces.
02 Body Heading1
Univers LT 59 CondensedLt
Bold
10.5 pt / 12
.02" Space Before
Align Left, Color
HIGHLIGHTS
BENEFITS
– Industry-leading, switch platform in performance, power, and density
– Designed for energy and cost savings
– Ultra low latency
– Granular QoS for Cluster, LAN and SAN traffic
– Maximizes performance by removing fabric congestions
– Fabric Management for cluster and converged I/O applications
KEY FEATURES
– 36 QDR (40Gb/s) ports in a 1U switch 2.88Tb/s switching capacity
– Quality of Service enforcement
– Redundant power supplies and fan drawers
MANAGEMENT
– Fast and efficient fabric bring-up
– Comprehensive chassis management
– Intuitive CLI and GUI for easy access
01 Key Feature Head p1
Bell Gothic Std - Bold
ALL CAPS,12 pt
Centered, White
01 Key Features/Apps
01 Key Features/Apps L2
01 Key Feature Head 2
Univers LT 47 CondensedLt
9.5 pt /11.5
Align Left, Black
Dotted Line
1 pt.
Black, dotted
.125" corners
©2011 Mellanox Technologies. All rights reserved.
05 Copyright
Univers LT 47
32 pt / 28
Align Left, Black
.1875"
100% PMS 282
Main content area is 2.5" (2 columns starting at .5" and extending to 6.5"). Gutter is .25"
Highlights box started at 6.75" and bleeds to right edges

Documents and Marketing Collateral

PRODUCT BRIEF SPECIFICATIONS - LAST PAGE

All rounded corners should be .125" radius. All image boxes should be .5 pt, 100% black

01 Key Features/Apps → Style Sheet Name in Template
Univers LT 47 CondensedLt → Font
9.5 pt /11.5 → Font Size / Leading
Align Left → Alignment

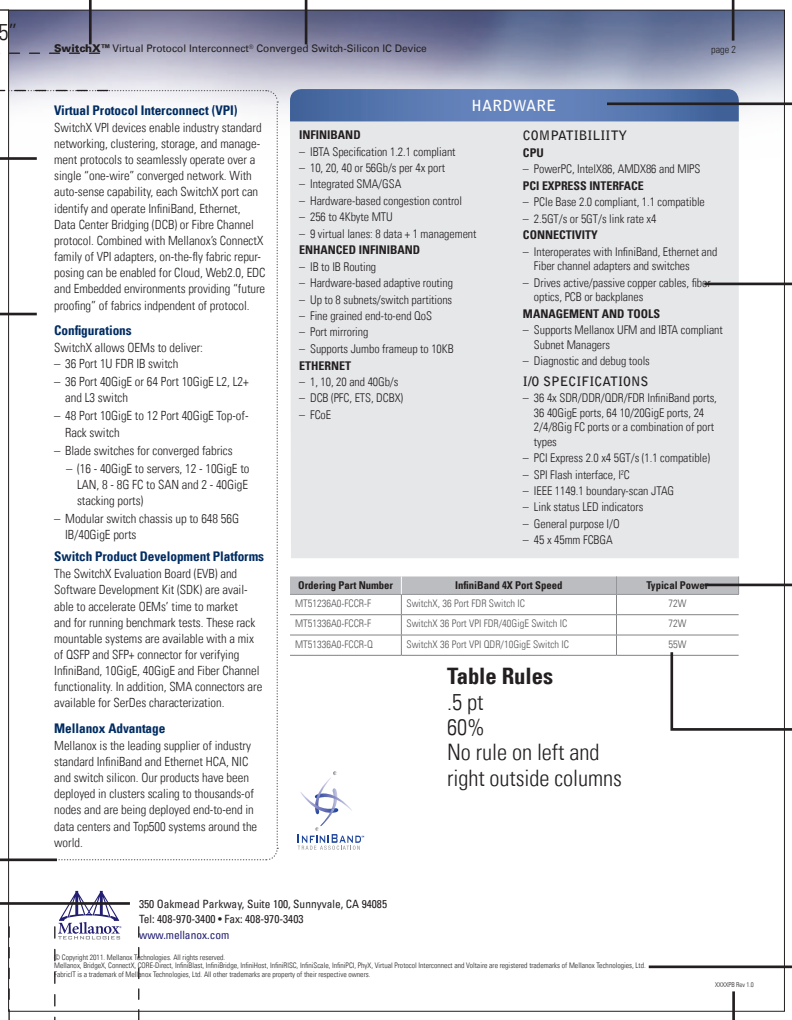
Item should be on Master page

Product Name
Univers LT 55 Bold
8.25 pt/9.5

01 Second Title
Univers LT 55
8.25 pt/9.5

03 Page No.
Univers LT 47 CondensedLt
8 pt/9.5

.875" .5"


SwitchX™ Virtual Protocol Interconnect® Converged Switch-Silicon IC Device
page 2
Virtual Protocol Interconnect (VPI)
SwitchX VPI devices enable industry standard networking, clustering, storage, and management protocols to seamlessly operate over a single "one-wire" converged network. With auto-sense capability, each SwitchX port can identify and operate InfiniBand, Ethernet, Data Center Bridging (DCB) or Fibre Channel protocol. Combined with Mellanox's ConnectX family of VPI adapters, on-the-fly fabric repurposing can be enabled for Cloud, Web2.0, EDC and Embedded environments providing "future proofing" of fabrics indpendent of protocol.
Configurations
SwitchX allows OEMs to deliver:
– 36 Port 1U FDR IB switch
– 36 Port 40GigE or 64 Port 10GigE L2, L2+ and L3 switch
– 48 Port 10GigE to 12 Port 40GigE Top-of-Rack switch
– Blade switches for converged fabrics
– (16 - 40GigE to servers, 12 - 10GigE to LAN, 8 - 8G FC to SAN and 2 - 40GigE stacking ports)
– Modular switch chassis up to 648 56G IB/40GigE ports
Switch Product Development Platforms
The SwitchX Evaluation Board (EVB) and Software Development Kit (SDK) are available to accelerate OEMs' time to market and for running benchmark tests. These rack mountable systems are available with a mix of QSFP and SFP+ connector for verifying InfiniBand, 10GigE, 40GigE and Fiber Channel functionality. In addition, SMA connectors are available for SerDes characterization.
Mellanox Advantage
Mellanox is the leading supplier of industry standard InfiniBand and Ethernet HCA, NIC and switch silicon. Our products have been deployed in clusters scaling to thousands-of nodes and are being deployed end-to-end in data centers and Top500 systems around the world.
HARDWARE
INFINIBAND
– IBTA Specification 1.2.1 compliant
– 10, 20, 40 or 56Gb/s per 4x port
– Integrated SMA/GSA
– Hardware-based congestion control
– 256 to 4Kbyte MTU
– 9 virtual lanes: 8 data + 1 management
ENHANCED INFINIBAND
– IB to IB Routing
– Hardware-based adaptive routing
– Up to 8 subnets/switch partitions
– Fine grained end-to-end QoS
– Port mirroring
– Supports Jumbo frameup to 10KB
ETHERNET
– 1, 10, 20 and 40Gb/s
– DCB (PFC, ETS, DCBX)
– FCoE
COMPATIBILIITY
CPU
– PowerPC, IntelX86, AMDX86 and MIPS
PCI EXPRESS INTERFACE
– PCIe Base 2.0 compliant, 1.1 compatible
– 2.5GT/s or 5GT/s link rate x4
CONNECTIVITY
– Interoperates with InfiniBand, Ethernet and Fiber channel adapters and switches
– Drives active/passive copper cables, fiber optics, PCB or backplanes
MANAGEMENT AND TOOLS
– Supports Mellanox UFM and IBTA compliant Subnet Managers
– Diagnostic and debug tools
I/O SPECIFICATIONS
– 36 4x SDR/DDR/QDR/FDR InfiniBand ports, 36 40GigE ports, 64 10/20GigE ports, 24 2/4/8Gig FC ports or a combination of port types
– PCI Express 2.0 x4 5GT/s (1.1 compatible)
– SPI Flash interface, I²C
– IEEE 1149.1 boundary-scan JTAG
– Link status LED indicators
– General purpose I/O
– 45 x 45mm FCBGA
Ordering Part Number | InfiniBand 4X Port Speed | Typical Power
MT51236A0-FCCR-F | SwitchX, 36 Port FDR Switch IC | 72W
MT51336A0-FCCR-F | SwitchX 36 Port VPI FDR/40GigE Switch IC | 72W
MT51336A0-FCCR-Q | SwitchX 36 Port VPI QDR/10GigE Switch IC | 55W
INFINIBAND TRADE ASSOCIATION
Mellanox TECHNOLOGIES
350 Oakmead Parkway, Suite 100, Sunnyvale, CA 94085
Tel: 408-970-3400 • Fax: 408-970-3403
www.mellanox.com
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FabricIT is a trademark of Mellanox Technologies, Ltd. All other trademarks are property of their respective owners.
XXXXPB Rev 1.0

02 Body Text
Univers LT 47 CondensedLt
10 pt / 12.75
Align Left, Black

02 Body Heading1
Univers LT 59 CondensedLt
Bold
10.5 pt / 12
.02" Space Before
Align Left, Color

01 Key Feature Head p1
Bell Gothic Std - Bold
ALL CAPS,12 pt
Centered, White

01 Key Features/Apps
01 Key Features/Apps L2
01 Key Feature Head 2
01 Key Feature Head 2b
Univers LT 47 CondensedLt
Univers LT 47 CondensedLt Bold
9.5 pt /11.5
Align Left, Black

04 Table Heading
Univers LT 47 CondensedLt Bold
8.5 pt /9
Centered, Black

Table Rules
.5 pt
60%
No rule on left and
right outside columns

04 Table Text - FL
04 Table Text - Ctr
Univers LT 47 CondensedLt Bold
8.25 pt /9.25
80% Black

Dotted Line
1 pt.
Black, dotted
.125" corners

Corporate Address
Univers LT 57 Condensed
9 pt/12

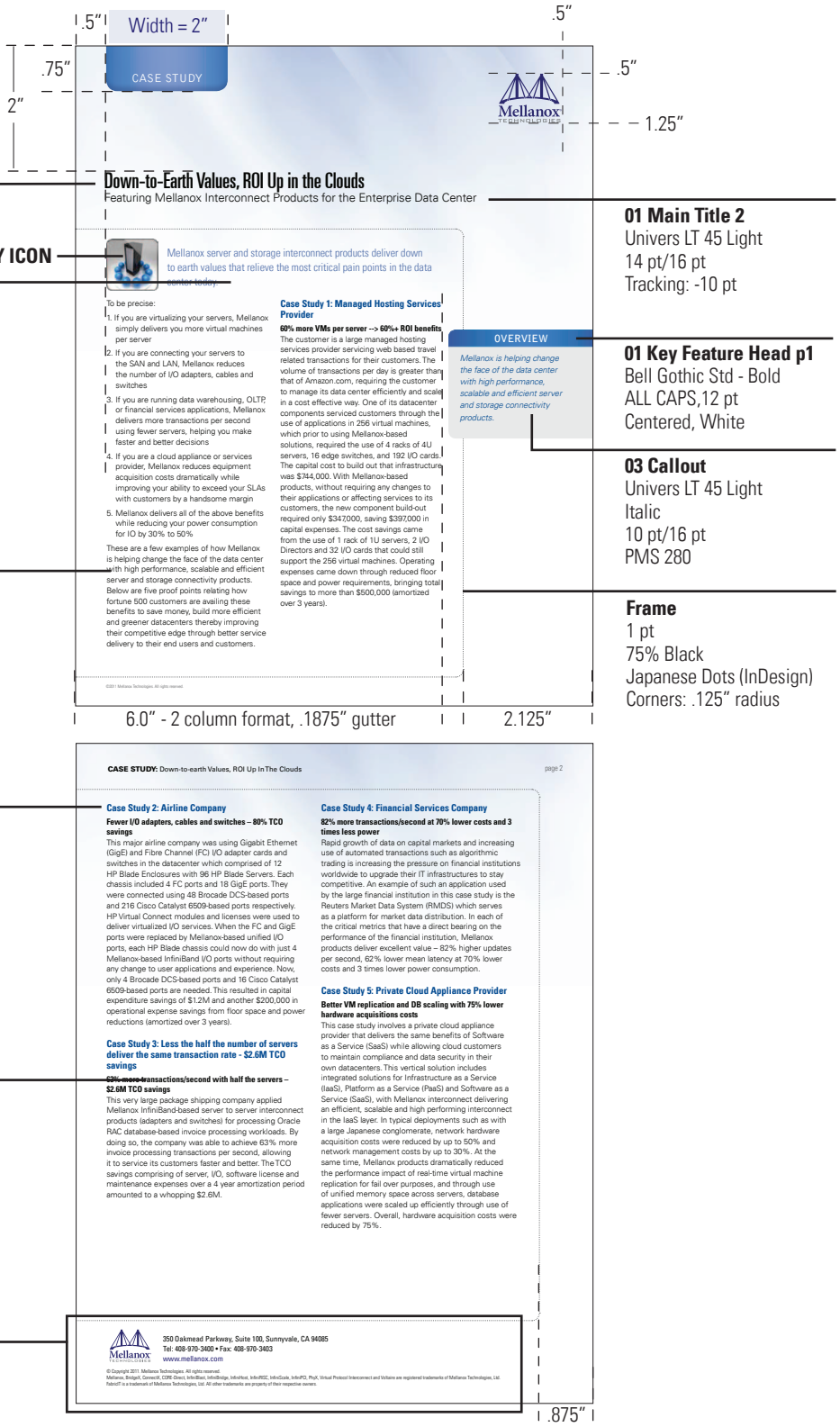
03 Copyright
Univers LT 47 CondensedLt
6 pt /7
Align Left, Black

03 Doc No.
Univers LT 47 CondensedLt
5 pt /5
Align Left, 80% Black

.5" 1.5"

Documents and Marketing Collateral

CASE STUDIES


.5"
Width = 2"
.5"
.75"
CASE STUDY
.5"
2"
1.25"
Down-to-Earth Values, ROI Up in the Clouds
Featuring Mellanox Interconnect Products for the Enterprise Data Center
INDUSTRY ICON
Mellanox server and storage interconnect products deliver down to earth values that relieve the most critical pain points in the data center today.
To be precise:
1. If you are virtualizing your servers, Mellanox simply delivers you more virtual machines per server
2. If you are connecting your servers to the SAN and LAN, Mellanox reduces the number of I/O adapters, cables and switches
3. If you are running data warehousing, OLTP, or financial services applications, Mellanox delivers more transactions per second using fewer servers, helping you make faster and better decisions
4. If you are a cloud appliance or services provider, Mellanox reduces equipment acquisition costs dramatically while improving your ability to exceed your SLAs with customers by a handsome margin
5. Mellanox delivers all of the above benefits while reducing your power consumption for IO by 30% to 50%
These are a few examples of how Mellanox is helping change the face of the data center with high performance, scalable and efficient server and storage connectivity products. Below are five proof points relating how fortune 500 customers are availing these benefits to save money, build more efficient and greener datacenters thereby improving their competitive edge through better service delivery to their end users and customers.
Case Study 1: Managed Hosting Services Provider
60% more VMs per server –> 60%+ ROI benefits
The customer is a large managed hosting services provider servicing web based travel related transactions for their customers. The volume of transactions per day is greater than that of Amazon.com, requiring the customer to manage its data center efficiently and scale in a cost effective way. One of its datacenter components serviced customers through the use of applications in 256 virtual machines, which prior to using Mellanox-based solutions, required the use of 4 racks of 4U servers, 16 edge switches, and 192 I/O cards. The capital cost to build out that infrastructure was $744,000. With Mellanox-based products, without requiring any changes to their applications or affecting services to its customers, the new component build-out required only $347,000, saving $397,000 in capital expenses. The cost savings came from the use of 1 rack of 1U servers, 2 I/O Directors and 32 I/O cards that could still support the 256 virtual machines. Operating expenses came down through reduced floor space and power requirements, bringing total savings to more than $500,000 (amortized over 3 years).
OVERVIEW
Mellanox is helping change the face of the data center with high performance, scalable and efficient server and storage connectivity products.
6.0" - 2 column format, .1875" gutter
2.125"

01 Main Title
Univers LT 59 UltraCondensed
Regular
28 pt/30

02 Intro
Univers LT 47 CondensedLt
Regular
13 pt/17
PMS 280

02 Body Copy
Univers LT 47 CondensedLt
9.5 pt/12

01 Main Title 2
Univers LT 45 Light
14 pt/16 pt
Tracking: -10 pt

01 Key Feature Head p1
Bell Gothic Std - Bold
ALL CAPS,12 pt
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CASE STUDY: Down-to-earth Values, ROI Up In The Clouds
page 2
Case Study 2: Airline Company
Fewer I/O adapters, cables and switches – 80% TCO savings
This major airline company was using Gigabit Ethernet (GigE) and Fibre Channel (FC) I/O adapter cards and switches in the datacenter which comprised of 12 HP Blade Enclosures with 96 HP Blade Servers. Each chassis included 4 FC ports and 18 GigE ports. They were connected using 48 Brocade DCS-based ports and 216 Cisco Catalyst 6509-based ports respectively. HP Virtual Connect modules and licenses were used to deliver virtualized I/O services. When the FC and GigE ports were replaced by Mellanox-based unified I/O ports, each HP Blade chassis could now do with just 4 Mellanox-based InfiniBand I/O ports without requiring any change to user applications and experience. Now, only 4 Brocade DCS-based ports and 16 Cisco Catalyst 6509-based ports are needed. This resulted in capital expenditure savings of $1.2M and another $200,000 in operational expense savings from floor space and power reductions (amortized over 3 years).
Case Study 3: Less the half the number of servers deliver the same transaction rate - $2.6M TCO savings
62% more transactions/second with half the servers – $2.6M TCO savings
This very large package shipping company applied Mellanox InfiniBand-based server to server interconnect products (adapters and switches) for processing Oracle RAC database-based invoice processing workloads. By doing so, the company was able to achieve 63% more invoice processing transactions per second, allowing it to service its customers faster and better. The TCO savings comprising of server, I/O, software license and maintenance expenses over a 4 year amortization period amounted to a whopping $2.6M.
Case Study 4: Financial Services Company
82% more transactions/second at 70% lower costs and 3 times less power
Rapid growth of data on capital markets and increasing use of automated transactions such as algorithmic trading is increasing the pressure on financial institutions worldwide to upgrade their IT infrastructures to stay competitive. An example of such an application used by the large financial institution in this case study is the Reuters Market Data System (RMDS) which serves as a platform for market data distribution. In each of the critical metrics that have a direct bearing on the performance of the financial institution, Mellanox products deliver excellent value – 82% higher updates per second, 62% lower mean latency at 70% lower costs and 3 times lower power consumption.
Case Study 5: Private Cloud Appliance Provider
Better VM replication and DB scaling with 75% lower hardware acquisitions costs
This case study involves a private cloud appliance provider that delivers the same benefits of Software as a Service (SaaS) while allowing cloud customers to maintain compliance and data security in their own datacenters. This vertical solution includes integrated solutions for Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS), with Mellanox interconnect delivering an efficient, scalable and high performing interconnect in the IaaS layer. In typical deployments such as with a large Japanese conglomerate, network hardware acquisition costs were reduced by up to 50% and network management costs by up to 30%. At the same time, Mellanox products dramatically reduced the performance impact of real-time virtual machine replication for fail over purposes, and through use of unified memory space across servers, database applications were scaled up efficiently through use of fewer servers. Overall, hardware acquisition costs were reduced by 75%.
350 Oakmead Parkway, Suite 100, Sunnyvale, CA 94085
Tel: 408-970-3400 • Fax: 408-970-3403
www.mellanox.com
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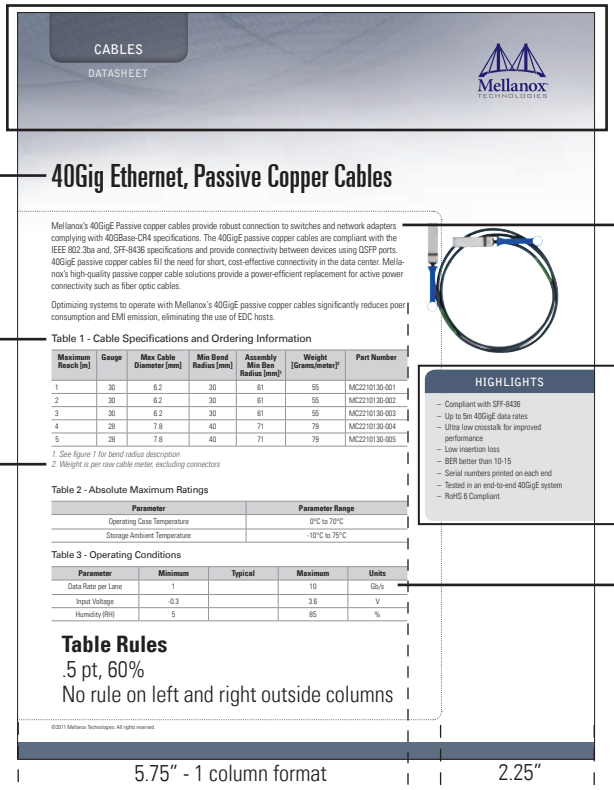
See Product Brief Specs

Documents and Marketing Collateral

DATASHEETS


CABLES
DATASHEET
Mellanox
TECHNOLOGIES
40Gig Ethernet, Passive Copper Cables
Mellanox's 40GigE Passive copper cables provide robust connection to switches and network adapters complying with 40GBase-CR4 specifications. The 40GigE passive copper cables are compliant with the IEEE 802.3ba and, SFF-8436 specifications and provide connectivity between devices using QSFP ports. 40GigE passive copper cables fill the need for short, cost-effective connectivity in the data center. Mellanox's high-quality passive copper cable solutions provide a power-efficient replacement for active power connectivity such as fiber optic cables.
Optimizing systems to operate with Mellanox's 40GigE passive copper cables significantly reduces poer consumption and EMI emission, eliminating the use of EDC hosts.
Table 1 - Cable Specifications and Ordering Information
Maximum Reach [m] | Gauge | Max Cable Diameter [mm] | Min Bend Radius [mm] | Assembly Min Ben Radius [mm]1 | Weight [Grams/meter]2 | Part Number
1 | 30 | 6.2 | 30 | 61 | 55 | MC221013O-001
2 | 30 | 6.2 | 30 | 61 | 55 | MC221013O-002
3 | 30 | 6.2 | 30 | 61 | 55 | MC221013O-003
4 | 28 | 7.8 | 40 | 71 | 79 | MC221013O-004
5 | 28 | 7.8 | 40 | 71 | 79 | MC221013O-005
1. See figure 1 for bend radius description
2. Weight is per raw cable meter, excluding connectors
Table 2 - Absolute Maximum Ratings
Parameter | Parameter Range
Operating Case Temperature | 0°C to 70°C
Storage Ambient Temperature | -10°C to 75°C
Table 3 - Operating Conditions
Parameter | Minimum | Typical | Maximum | Units
Data Rate per Lane | 1 | | 10 | Gb/s
Input Voltage | -0.3 | | 3.6 | V
Humidity (RH) | 5 | | 85 | %
Table Rules
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No rule on left and right outside columns
©2011 Mellanox Technologies. All rights reserved.
HIGHLIGHTS
– Compliant with SFF-8436
– Up to 5m 40GigE data rates
– Ultra low crosstalk for improved performance
– Low insertion loss
– BER better than 10-15
– Serial numbers printed on each end
– Tested in an end-to-end 40GigE system
– RoHS 6 Compliant
5.75" - 1 column format
2.25"

See Product Briefs and Case Study Specs

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See Product Briefs Specs

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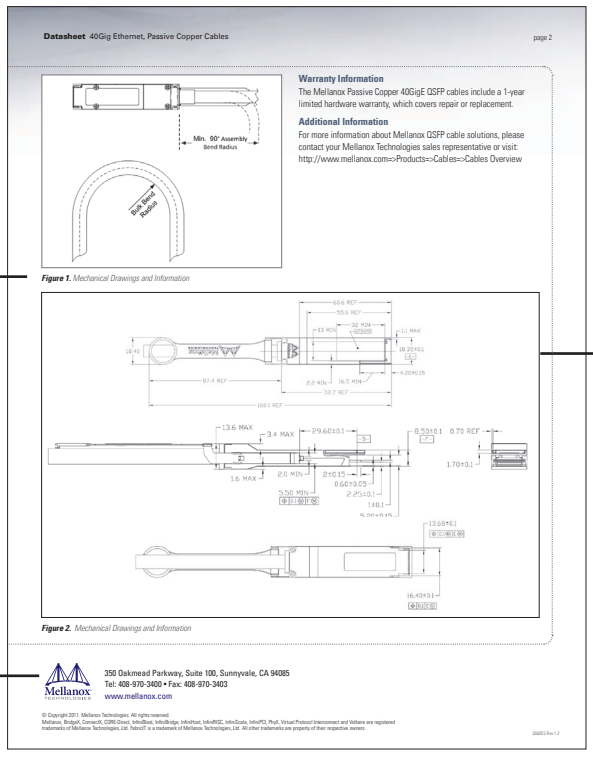
Table Specs
See Product Briefs


Datasheet 40Gig Ethernet, Passive Copper Cables
page 2
Min. 90° Assembly Bend Radius
Bulk Bend Radius
Warranty Information
The Mellanox Passive Copper 40GigE QSFP cables include a 1-year limited hardware warranty, which covers repair or replacement.
Additional Information
For more information about Mellanox QSFP cable solutions, please contact your Mellanox Technologies sales representative or visit: http://www.mellanox.com=>Products=>Cables=>Cables Overview
Figure 1. Mechanical Drawings and Information
Figure 2. Mechanical Drawings and Information
Mellanox
TECHNOLOGIES
350 Oakmead Parkway, Suite 100, Sunnyvale, CA 94085
Tel: 408-970-3400 • Fax: 408-970-3403
www.mellanox.com

03 Figure Caption
Font Family: Univers LT 47 CondensedLt
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Figure X. Bold Italic

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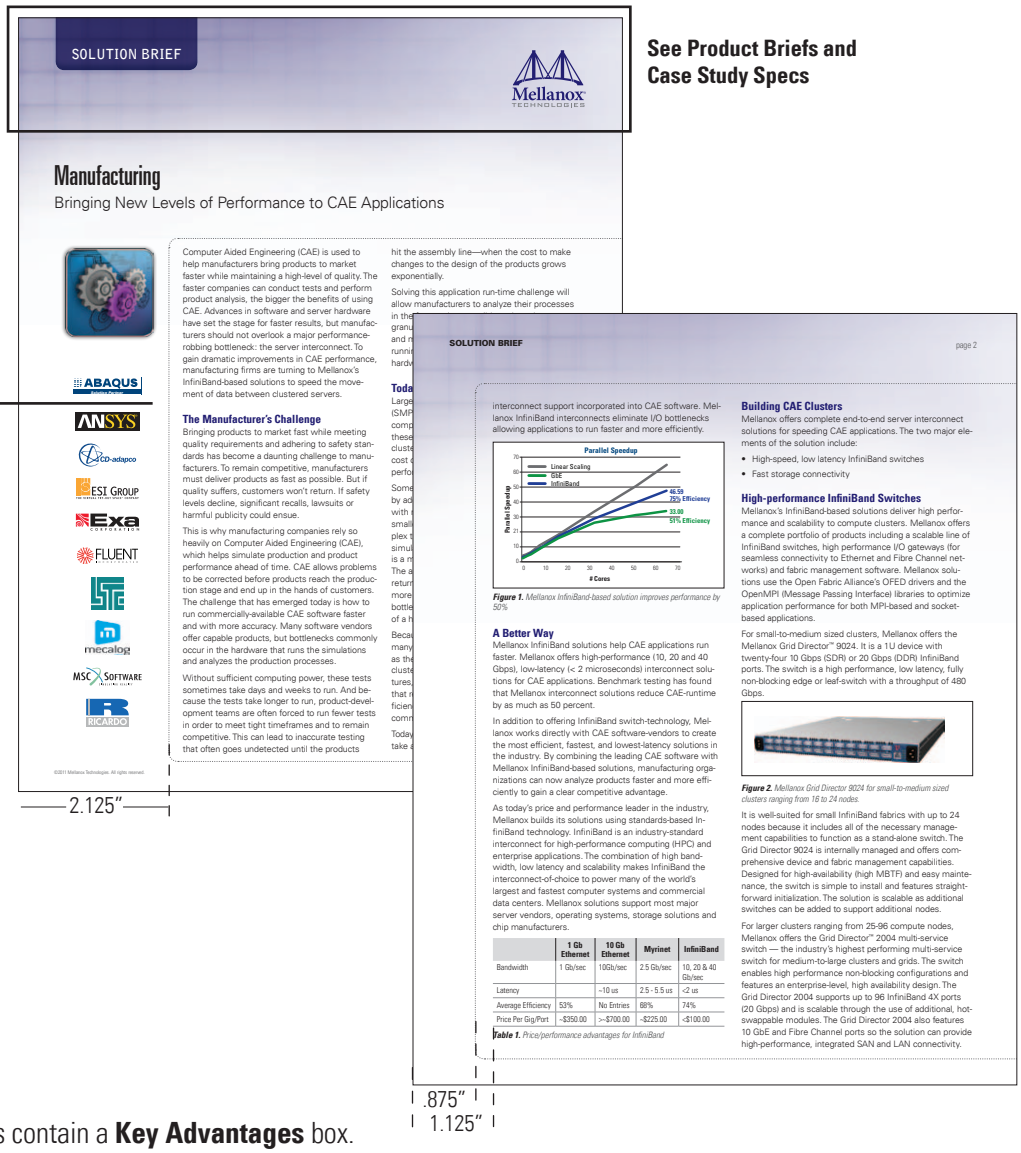
Color: Black

See Product Brief Specs

Documents and Marketing Collateral

SOLUTION BRIEFS


SOLUTION BRIEF
Mellanox
TECHNOLOGIES
Manufacturing
Bringing New Levels of Performance to CAE Applications
ABAQUS
ANSYS
CD-adapco
ESI GROUP
Exa
FLUENT
mecalog
MSC SOFTWARE
RICARDO
The Manufacturer's Challenge
Bringing products to market fast while meeting quality requirements and adhering to safety standards has become a daunting challenge to manufacturers. To remain competitive, manufacturers must deliver products as fast as possible. But if quality suffers, customers won't return. If safety levels decline, significant recalls, lawsuits or harmful publicity could ensue.
This is why manufacturing companies rely so heavily on Computer Aided Engineering (CAE), which helps simulate production and product performance ahead of time. CAE allows problems to be corrected before products reach the production stage and end up in the hands of customers. The challenge that has emerged today is how to run commercially-available CAE software faster and with more accuracy. Many software vendors offer capable products, but bottlenecks commonly occur in the hardware that runs the simulations and analyzes the production processes.
Without sufficient computing power, these tests sometimes take days and weeks to run. And because the tests take longer to run, product-development teams are often forced to run fewer tests in order to meet tight timeframes and to remain competitive. This can lead to inaccurate testing that often goes undetected until the products
SOLUTION BRIEF
page 2
Parallel Speedup
Linear Scaling
GbE
InfiniBand
Parallel Speedup
Cores
66.56
75% Efficiency
33.00
51% Efficiency
Figure 1. Mellanox InfiniBand-based solution improves performance by 50%
A Better Way
Mellanox InfiniBand solutions help CAE applications run faster. Mellanox offers high-performance (10, 20 and 40 Gbps), low-latency (< 2 microseconds) interconnect solutions for CAE applications. Benchmark testing has found that Mellanox interconnect solutions reduce CAE-runtime by as much as 50 percent.
In addition to offering InfiniBand switch-technology, Mellanox works directly with CAE software-vendors to create the most efficient, fastest, and lowest-latency solutions in the industry. By combining the leading CAE software with Mellanox InfiniBand-based solutions, manufacturing organizations can now analyze products faster and more efficiently to gain a clear competitive advantage.
As today's price and performance leader in the industry, Mellanox builds its solutions using standards-based InfiniBand technology. InfiniBand is an industry-standard interconnect for high-performance computing (HPC) and enterprise applications. The combination of high bandwidth, low latency and scalability makes InfiniBand the interconnect-of-choice to power many of the world's largest and fastest computer systems and commercial data centers. Mellanox solutions support most major server vendors, operating systems, storage solutions and chip manufacturers.
1 Gb Ethernet | 10 Gb Ethernet | Myrinet | InfiniBand
Bandwidth | 1 Gb/sec | 10Gb/sec | 2.5 Gb/sec | 10, 20 & 40 Gb/sec
Latency | | ~10 us | 2.5 - 5.5 us | <2 us
Average Efficiency | 53% | No Entries | 68% | 74%
Price Per Gig/Port | ~$350.00 | >~$700.00 | ~$225.00 | <$100.00
Table 1. Price/performance advantages for InfiniBand
Building CAE Clusters
Mellanox offers complete end-to-end server interconnect solutions for speeding CAE applications. The two major elements of the solution include:
• High-speed, low latency InfiniBand switches
• Fast storage connectivity
High-performance InfiniBand Switches
Mellanox's InfiniBand-based solutions deliver high performance and scalability to compute clusters. Mellanox offers a complete portfolio of products including a scalable line of InfiniBand switches, high performance I/O gateways (for seamless connectivity to Ethernet and Fibre Channel networks) and fabric management software. Mellanox solutions use the Open Fabric Alliance's OFED drivers and the OpenMPI (Message Passing Interface) libraries to optimize application performance for both MPI-based and socket-based applications.
For small-to-medium sized clusters, Mellanox offers the Mellanox Grid Director™ 9024. It is a 1U device with twenty-four 10 Gbps (SDR) or 20 Gbps (DDR) InfiniBand ports. The switch is a high performance, low latency, fully non-blocking edge or leaf-switch with a throughput of 480 Gbps.
Figure 2. Mellanox Grid Director 9024 for small-to-medium sized clusters ranging from 16 to 24 nodes.
It is well-suited for small InfiniBand fabrics with up to 24 nodes because it includes all of the necessary management capabilities to function as a stand-alone switch. The Grid Director 9024 is internally managed and offers comprehensive device and fabric management capabilities. Designed for high-availability (high MBTF) and easy maintenance, the switch is simple to install and features straightforward initialization. The solution is scalable as additional switches can be added to support additional nodes.
For larger clusters ranging from 25-96 compute nodes, Mellanox offers the Grid Director™ 2004 multi-service switch — the industry's highest performing multi-service switch for medium-to-large clusters and grids. The switch enables high performance non-blocking configurations and features an enterprise-level, high availability design. The Grid Director 2004 supports up to 96 InfiniBand 4X ports (20 Gbps) and is scalable through the use of additional, hot-swappable modules. The Grid Director 2004 also features 10 GbE and Fibre Channel ports so the solution can provide high-performance, integrated SAN and LAN connectivity.

See Product Briefs and Case Study Specs

Sidebar Space
Sidebar can be used for logos or product images

2.125"

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1.125"

Some Solution Briefs contain a **Key Advantages** box.

This element can be found in the InDesign library file.

01 Key Features p1
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KEY ADVANTAGES

- The world's fastest interconnect, supporting up to 40Gb/s per adapter
- Latency as low as 1 microsecond
- Full CPU offload with the flexibility of RDMA capabilities to reduce traditional network protocol processing from the CPU and increase the processor efficiency.
- I/O Capex reduction – one 40Gb/s Mellanox adapter carries more traffic with higher reliability than four 10 Gigabit Ethernet adapters.

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Documents and Marketing Collateral

REFERENCE GUIDES

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Tables
Tables can be arranged in one large column or two columns with an even width as shown.

Contact Information

Documents and Marketing Collateral

TECHNOLOGY BRIEFS

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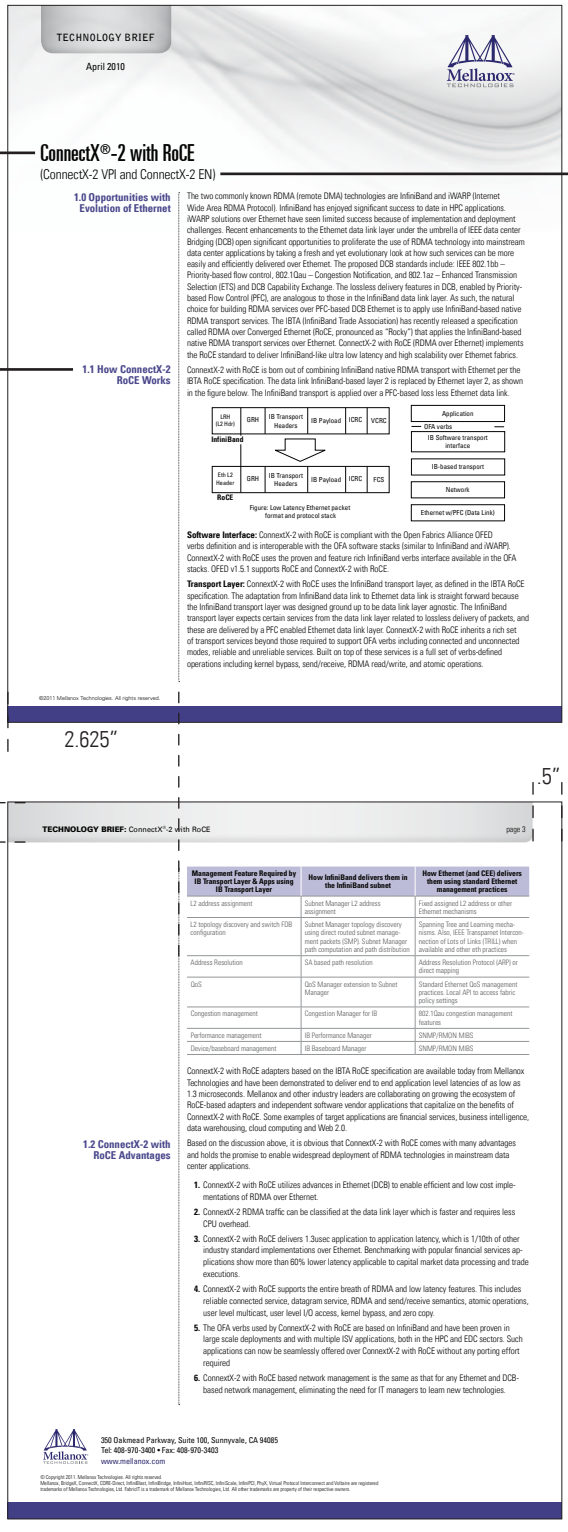

TECHNOLOGY BRIEF

April 2010

Mellanox TECHNOLOGIES

ConnectX®-2 with RoCE

(ConnectX-2 VPI and ConnectX-2 EN)

1.0 Opportunities with Evolution of Ethernet

The two commonly known RDMA (remote DMA) technologies are InfiniBand and iWARP (Internet Wide Area RDMA Protocol). InfiniBand has enjoyed significant success to date in HPC applications. iWARP solutions over Ethernet have seen limited success because of implementation and deployment challenges. Recent enhancements to the Ethernet data link layer under the umbrella of IEEE data center Bridging (DCB) open significant opportunities to proliferate the use of RDMA technology into mainstream data center applications by taking a fresh and yet evolutionary look at how such services can be more easily and efficiently delivered over Ethernet. The proposed DCB standards include: IEEE 802.1bb – Priority-based flow control, 802.1Qau – Congestion Notification, and 802.1az – Enhanced Transmission Selection (ETS) and DCB Capability Exchange. The lossless delivery features in DCB, enabled by Priority-based Flow Control (PFC), are analogous to those in the InfiniBand data link layer. As such, the natural choice for building RDMA services over PFC-based DCB Ethernet is to apply use InfiniBand-based native RDMA transport services. The IBTA (InfiniBand Trade Association) has recently released a specification called RDMA over Converged Ethernet (RoCE, pronounced as "Rocky") that applies the InfiniBand-based native RDMA transport services over Ethernet. ConnectX-2 with RoCE (RDMA over Ethernet) implements the RoCE standard to deliver InfiniBand-like ultra low latency and high scalability over Ethernet fabrics.

1.1 How ConnectX-2 RoCE Works

ConnextX-2 with RoCE is born out of combining InfiniBand native RDMA transport with Ethernet per the IBTA RoCE specification. The data link InfiniBand-based layer 2 is replaced by Ethernet layer 2, as shown in the figure below. The InfiniBand transport is applied over a PFC-based loss less Ethernet data link.

Figure: Low Latency Ethernet packet format and protocol stack

Software Interface: ConnextX-2 with RoCE is compliant with the Open Fabrics Alliance OFED verbs definition and is interoperable with the OFA software stacks (similar to InfiniBand and iWARP). ConnextX-2 with RoCE uses the proven and feature rich InfiniBand verbs interface available in the OFA stacks. OFED v1.5.1 supports RoCE and ConnextX-2 with RoCE.

Transport Layer: ConnextX-2 with RoCE uses the InfiniBand transport layer, as defined in the IBTA RoCE specification. The adaptation from InfiniBand data link to Ethernet data link is straight forward because the InfiniBand transport layer was designed ground up to be data link layer agnostic. The InfiniBand transport layer expects certain services from the data link layer related to lossless delivery of packets, and these are delivered by a PFC enabled Ethernet data link layer. ConnextX-2 with RoCE inherits a rich set of transport services beyond those required to support OFA verbs including connected and unconnected modes, reliable and unreliable services. Built on top of these services is a full set of verbs-defined operations including kernel bypass, send/receive, RDMA read/write, and atomic operations.

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Management Feature Required by IB Transport Layer & Apps using IB Transport Layer	How InfiniBand delivers them in the InfiniBand subnet	How Ethernet (and CEE) delivers them using standard Ethernet management practices
L2 address assignment	Subnet Manager L2 address assignment	Fixed assigned L2 address or other Ethernet mechanisms
L2 topology discovery and switch FDB configuration	Subnet Manager topology discovery using direct routed subnet management packets (SMP). Subnet Manager path computation and path distribution	Spanning Tree and Learning mechanisms. Also, IEEE Transparent Interconnection of Lots of Links (TRILL) when available and other eth practices
Address Resolution	SA based path resolution	Address Resolution Protocol (ARP) or direct mapping
QoS	QoS Manager extension to Subnet Manager	Standard Ethernet QoS management practices. Local API to access fabric policy settings
Congestion management	Congestion Manager for IB	802.1Qau congestion management features
Performance management	IB Performance Manager	SNMP/RMON MIBS
Device/baseboard management	IB Baseboard Manager	SNMP/RMON MIBS

ConnextX-2 with RoCE adapters based on the IBTA RoCE specification are available today from Mellanox Technologies and have been demonstrated to deliver end to end application level latencies of as low as 1.3 microseconds. Mellanox and other industry leaders are collaborating on growing the ecosystem of RoCE-based adapters and independent software vendor applications that capitalize on the benefits of ConnextX-2 with RoCE. Some examples of target applications are financial services, business intelligence, data warehousing, cloud computing and Web 2.0.

1.2 ConnectX-2 with RoCE Advantages

Based on the discussion above, it is obvious that ConnextX-2 with RoCE comes with many advantages and holds the promise to enable widespread deployment of RDMA technologies in mainstream data center applications.

1. ConnextX-2 with RoCE utilizes advances in Ethernet (DCB) to enable efficient and low cost implementations of RDMA over Ethernet.
2. ConnextX-2 RDMA traffic can be classified at the data link layer which is faster and requires less CPU overhead.
3. ConnextX-2 with RoCE delivers 1.3usec application to application latency, which is 1/10th of other industry standard implementations over Ethernet. Benchmarking with popular financial services applications show more than 60% lower latency applicable to capital market data processing and trade executions.
4. ConnextX-2 with RoCE supports the entire breath of RDMA and low latency features. This includes reliable connected service, datagram service, RDMA and send/receive semantics, atomic operations, user level multicast, user level I/O access, kernel bypass, and zero copy.
5. The OFA verbs used by ConnextX-2 with RoCE are based on InfiniBand and have been proven in large scale deployments and with multiple ISV applications, both in the HPC and EDC sectors. Such applications can now be seamlessly offered over ConnextX-2 with RoCE without any porting effort required
6. ConnextX-2 with RoCE based network management is the same as that for any Ethernet and DCB-based network management, eliminating the need for IT managers to learn new technologies.

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Documents and Marketing Collateral

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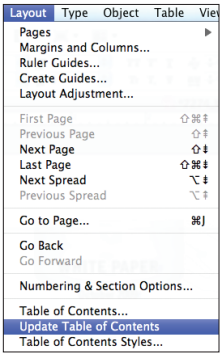

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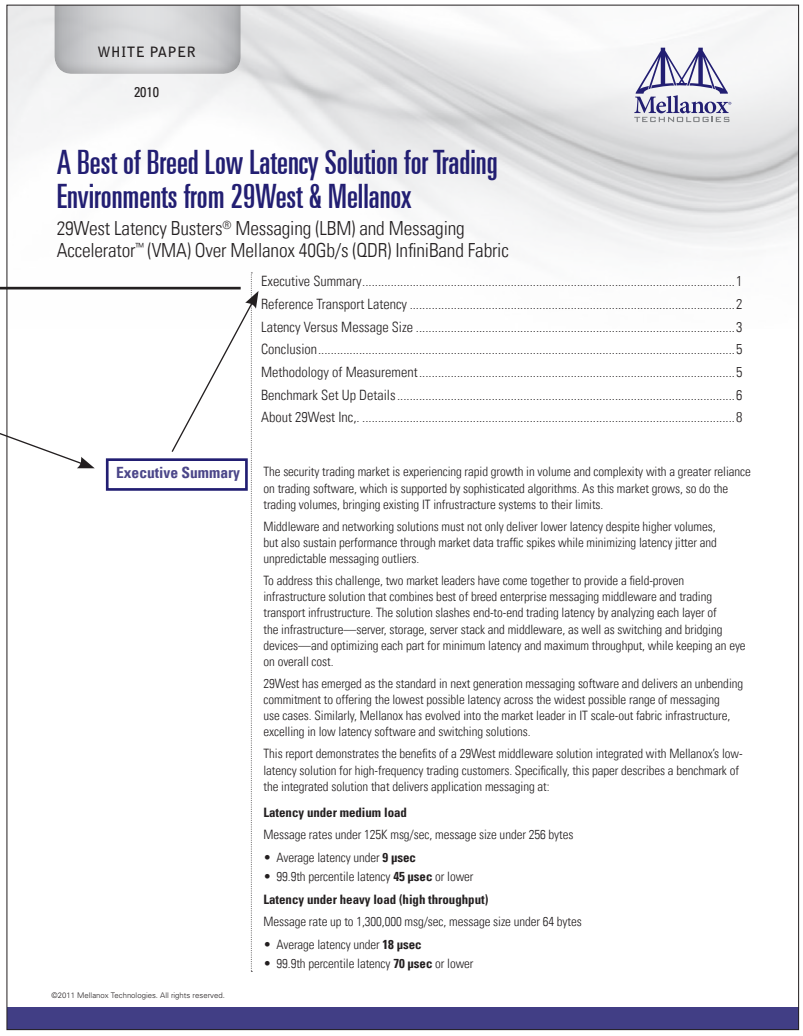
WHITE PAPER
2010
Mellanox
TECHNOLOGIES
A Best of Breed Low Latency Solution for Trading Environments from 29West & Mellanox
29West Latency Busters® Messaging (LBM) and Messaging Accelerator™ (VMA) Over Mellanox 40Gb/s (QDR) InfiniBand Fabric
Executive Summary....1
Reference Transport Latency....2
Latency Versus Message Size....3
Conclusion....5
Methodology of Measurement....5
Benchmark Set Up Details....6
About 29West Inc,....8
Executive Summary
The security trading market is experiencing rapid growth in volume and complexity with a greater reliance on trading software, which is supported by sophisticated algorithms. As this market grows, so do the trading volumes, bringing existing IT infrastructure systems to their limits.
Middleware and networking solutions must not only deliver lower latency despite higher volumes, but also sustain performance through market data traffic spikes while minimizing latency jitter and unpredictable messaging outliers.
To address this challenge, two market leaders have come together to provide a field-proven infrastructure solution that combines best of breed enterprise messaging middleware and trading transport infrustructure. The solution slashes end-to-end trading latency by analyzing each layer of the infrastructure—server, storage, server stack and middleware, as well as switching and bridging devices—and optimizing each part for minimum latency and maximum throughput, while keeping an eye on overall cost.
29West has emerged as the standard in next generation messaging software and delivers an unbending commitment to offering the lowest possible latency across the widest possible range of messaging use cases. Similarly, Mellanox has evolved into the market leader in IT scale-out fabric infrastructure, excelling in low latency software and switching solutions.
This report demonstrates the benefits of a 29West middleware solution integrated with Mellanox's low-latency solution for high-frequency trading customers. Specifically, this paper describes a benchmark of the integrated solution that delivers application messaging at:
Latency under medium load
Message rates under 125K msg/sec, message size under 256 bytes
• Average latency under 9 µsec
• 99.9th percentile latency 45 µsec or lower
Latency under heavy load (high throughput)
Message rate up to 1,300,000 msg/sec, message size under 64 bytes
• Average latency under 18 µsec
• 99.9th percentile latency 70 µsec or lower
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Documents and Marketing Collateral

PRODUCT BROCHURES

Mellanox Product Brochures are 10” x 6” horizontal format. They can be set up in a 2- or 3-panel configuration and should follow the color designations described on page 12.

2-PAGE CONFIGURATION: 4, 8, 12, OR 16 PAGES

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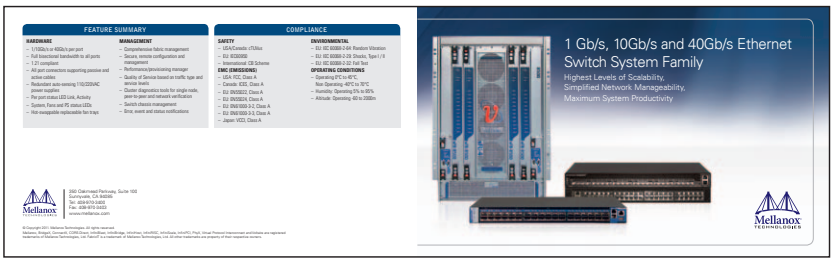

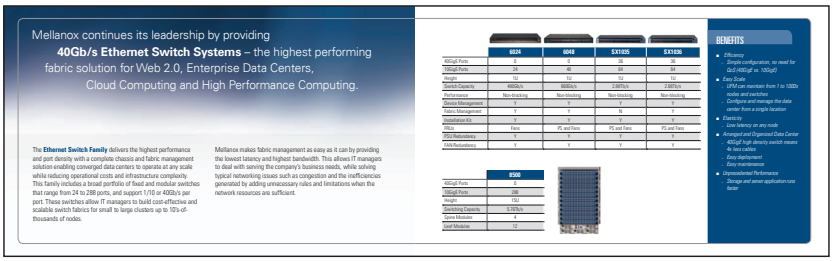
Mellanox continues its leadership by providing
40Gb/s Ethernet Switch Systems – the highest performing
fabric solution for Web 2.0, Enterprise Data Centers,
Cloud Computing and High Performance Computing.
BENEFITS

3-PAGE CONFIGURATION: 6 PAGES

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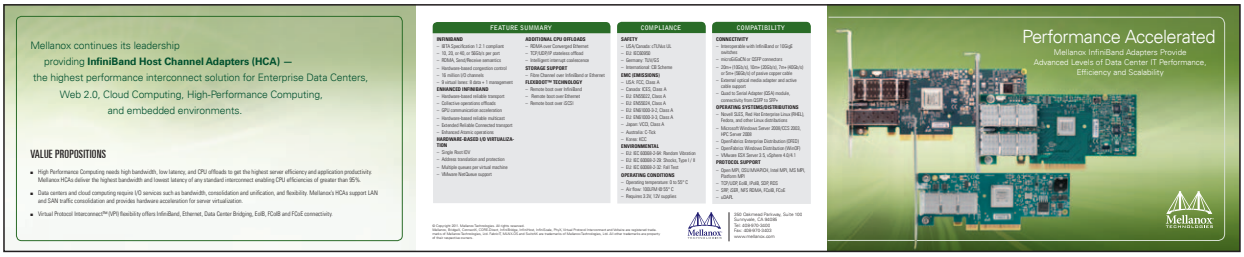
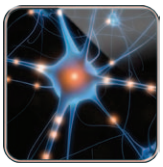


Mellanox InfiniBand Host Channel Adapters (HCA) provide the highest performing interconnect solution for Enterprise Data Centers, Web 2.0, Cloud Computing, High-Performance Computing, and embedded environments. Clustered data bases, parallelized applications, transactional services and high-performance embedded I/O applications will achieve significant performance improvements resulting in reduced completion time and lower cost per operation.
World-Class Performance
I/O Virtualization
Storage Accelerated
Software Support
Virtual Protocol Interconnect
ConnectX-3
Complete End-to-End 56Gb/s InfiniBand Networking
BENEFITS
TARGET APPLICATIONS
ConnectX-2
ConnectX-3

Brochure pages set up on 6 column grid starting at .5” from all page borders

Mellanox Icons

These icons are to be used on collateral to designate the industry focus of the document. Industry icons are used on Case Studies and Solution Briefs.


Bioscience

Cloud Computing

Data Storage

Database

Data Center

Defense

EDC CFD

Enterprise Storage

Financial

Government

Green Computing

Healthcare

Hosting

HPC

Manufacturing

Multimedia

Oil & Gas

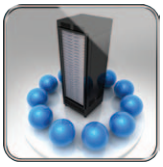
Research Education

Risk Analysis

Space Exploration

Storage

Transportation


Virtualization

Weather

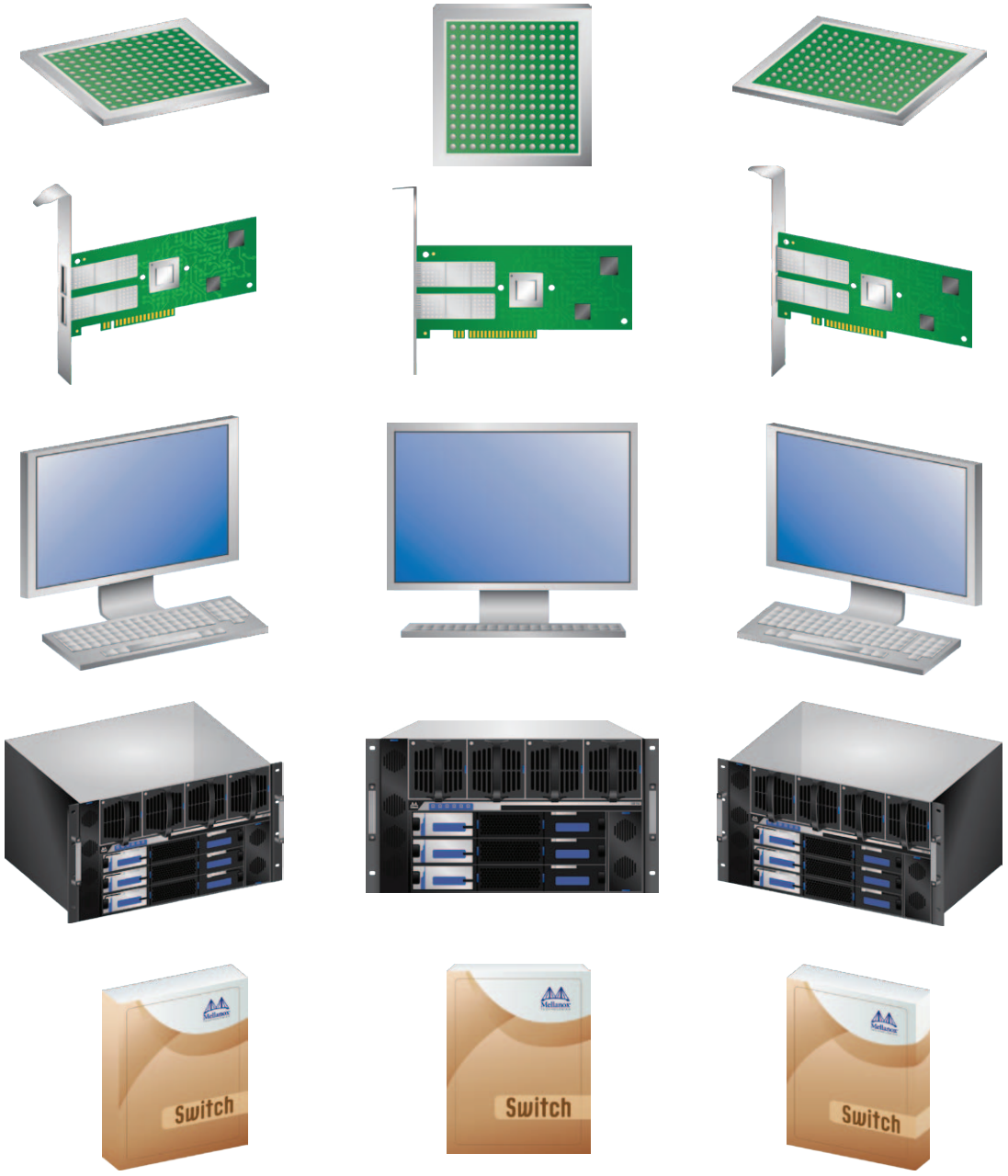
Web 2.0

Product and Illustration Icons

These illustration/icons are to be used on collateral, signage, or where ever appropriate. The elements are designed for left, center and right facing orientation diagrams.

An action for Illustrator is available for creating the isometric views.

Here are a few samples.



Product and Illustration Icons

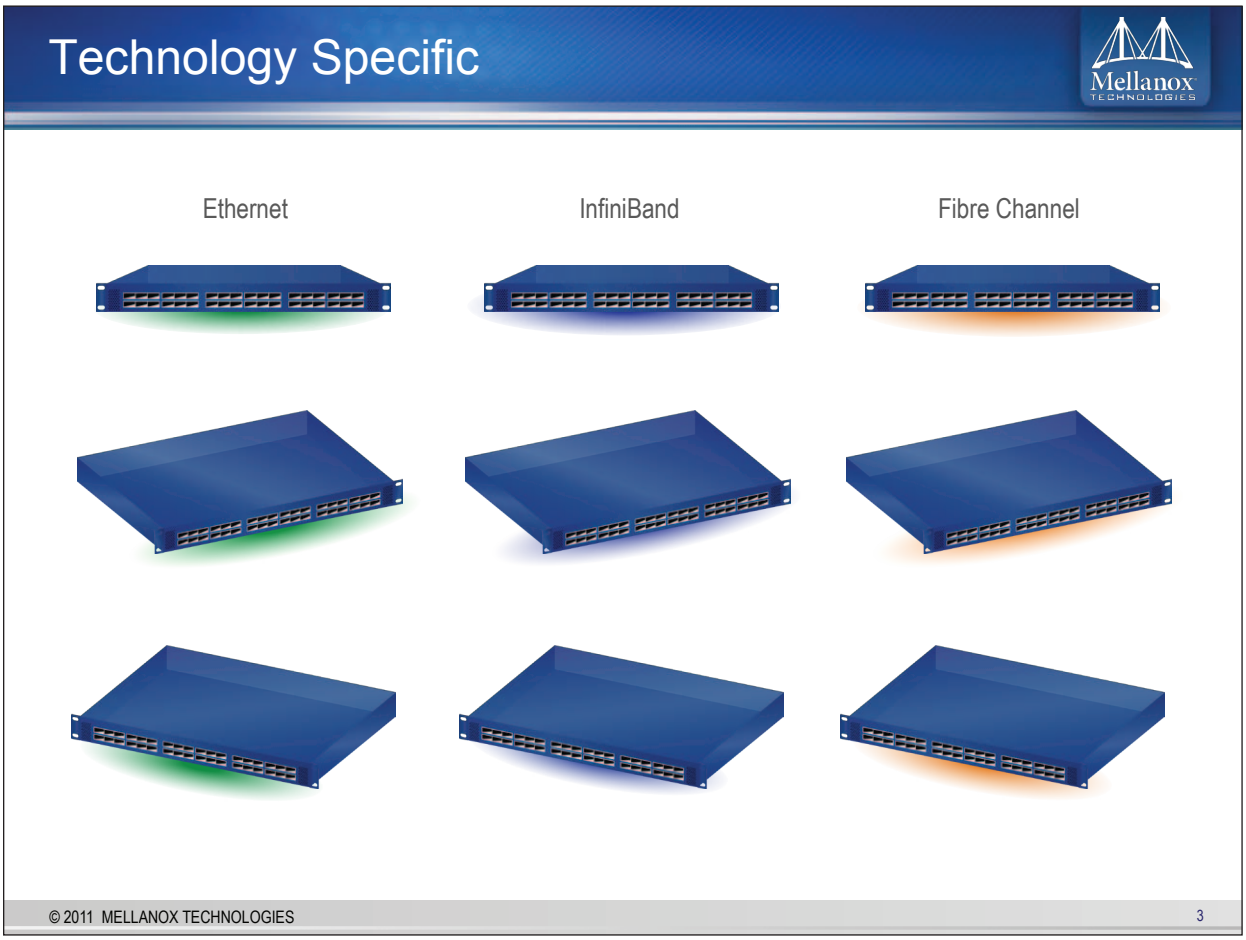
Because of Mellanox's varied product line, colors are used to designate different types of product capabilities or technologies. These are used in conjunction with the product and illustration icons in diagrams and application illustrations. Below is a PPT slide that shows the how the color designations are applied.

Green = Ethernet

Blue = InfiniBand

Orange = Fibre Channel

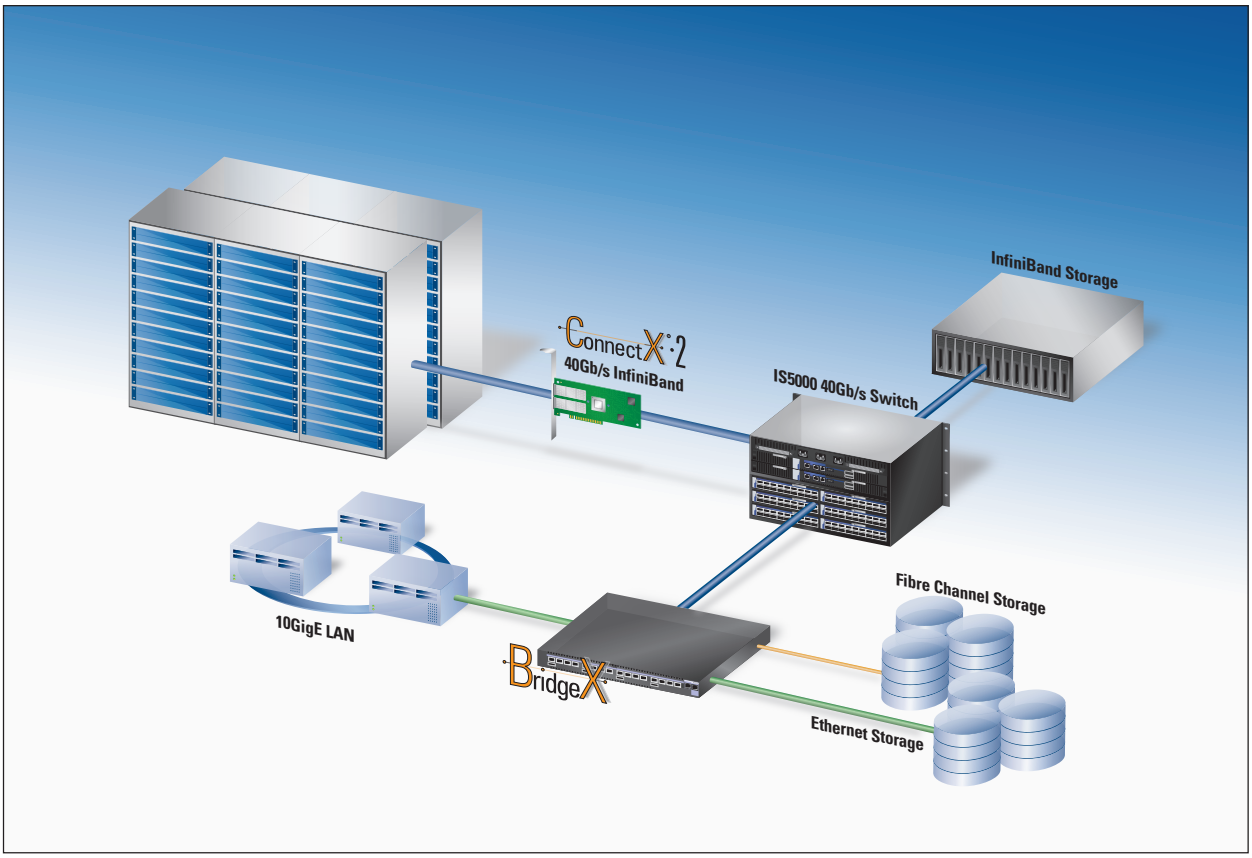
Gray or uncolored = Generic or unspecified technology



Product and Illustration Icons

Below is a sample of a diagram using the illustration icons.

An action for Illustrator is available for creating the isometric views.



For more information on Mellanox Branding standards or questions on typefaces and style considerations for a particular application, contact:

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